

Entrepreneurship

Business Plan Evaluation (Presentation Only)

Student Name: _____

Business: _____

	Exceptional	Well Done	Satisfactory	Poor	No Value	Total Score
I. DESCRIPTION AND ANALYSIS OF THE BUSINESS SITUATION						
A. and B. Introduction and self-analysis	10	9	8	7	0	_____
C. Analysis of trading area, customer, and location	20-17	16-14	13-12	11-10	0	_____
D. Proposed organization	10	9	8	7	0	_____
II. MARKETING PLAN						
A. Proposed product/service	10	9	8	7	0	_____
B. Pricing policies	10	9	8	7	0	_____
C. Personal promotion	10	9	8	7	0	_____
D. Nonpersonal promotion	10	9	8	7	0	_____
E. Place (location, distribution)	10	9	8	7	0	_____
III. PROPOSED FINANCIAL PLAN						
A. Projected Income/cash flow	10	9	8	7	0	_____
B. Projected three-year plan	10	9	8	7	0	_____
C. Personal/internal capital	10	9	8	7	0	_____
D. External capital	10	9	8	7	0	_____
E. Repayment plan	10	9	8	7	0	_____
IV. CONCLUSIVE REMARKS						
Summary, Request for financing	10	9	8	7	0	_____
V. QUESTION						
How did you determine your pricing strategy?—OR — Where do you see your company in 5 years?	10	9	8	7	0	_____
VI. OVERALL IMPRESSION OF THE PRESENTATION/PROFESSIONALISM						
	10	9	8	7	0	_____
VII. WRITTEN BUSINESS PLAN						
A. Professional layout, neatness	10	9	8	7	0	_____
B. Grammar, spelling, word usage	20-17	16-14	13-12	11-10	0	_____

(200 pts) **TOTAL**

Judge's Signature: _____

Entrepreneurship

Business Plan Evaluation (Written Only)

Student Name: _____ Business: _____

	Exceptional	Well Done	Satisfactory	Poor	No Value	Total Score
I. TITLE PAGE						
Includes type of business, name of high school, student name, and date	5	4	3	2	0	_____
II. DESCRIPTION AND ANALYSIS OF THE BUSINESS SITUATION						
A. Introduction	5	4	3	2	0	_____
B. Self-analysis	5	4	3	2	0	_____
C. Analysis of trading area, customer, and location	10	9-8	7-6	5-4	0	_____
D. Proposed organization	5	4	3	2	0	_____
II. MARKETING PLAN						
A. Proposed product/service	5	4	3	2	0	_____
B. Pricing policies	5	4	3	2	0	_____
C. Personal promotion	5	4	3	2	0	_____
D. Nonpersonal promotion	5	4	3	2	0	_____
E. Place (location, distribution)	5	4	3	2	0	_____
III. PROPOSED FINANCIAL PLAN						
A. Projected Income/cash flow	5	4	3	2	0	_____
B. Projected three-year plan	5	4	3	2	0	_____
C. Personal/internal capital	5	4	3	2	0	_____
D. External capital	5	4	3	2	0	_____
E. Repayment plan	5	4	3	2	0	_____
IV. OVERALL IMPRESSION OF THE BUSINESS PLAN						
A. Professional layout, neatness	10	9-8	7-6	5-4	0	_____
B. Grammar, spelling, word usage	10	9-8	7-6	5-4	0	_____

(100 pts) **TOTAL**

Judge's Signature: _____